

## THE DAILY MISSOURIAN

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## REMODELING A CITY

Cities are not built according to well-laid plans. They grow. The growth of a city is like that of a child which has had infantile paralysis—crooked and misshapen. Every addition to it brings in a new design in city planning. To rebuild and remodel these is the work of a city planning committee such as has been appointed by the City Council of Columbia.

Columbia is fortunate in not being extremely misshapen. There are no wide departures from straight streets and sidewalks, but there are other things which make the town ugly. If Columbia is to be a city beautiful, these must be remedied.

There is always the problem of the width of streets and sidewalks. All Columbia sidewalks should be of the same width in the residence districts and in the business district. Then there is the problem of the upkeep of paving and sidewalks. Parking comes in for its share of criticism.

Among the less important but equally ugly problems to be dealt with is that of billboards. Many cities are marred in beauty by unsightly advertising boards stuck wherever possible. Columbia has a few. Then there are the traffic posts on Broadway, which would hardly go with a plan to remodel and beautify Columbia. Downtown hitch lots are hardly conducive to civic betterment. Thousands of little things lie all around which only the close observer can notice.

The city planning committee, if efficient—and there is no reason why it should not be—will be a great asset for Columbia. What better recommendation could any city ask than to be called the most beautiful city in Missouri? And there is a possibility of extending the territory. Two things can bring a realization of this ambition—a city planning committee, with vision, business ability and a knowledge of civic improvements, and the co-operation of the people of Columbia in the work.

## WE SHOULD SAY NOT

If there is one object on which Columbians have set their hearts it is the leveling of the hills along the Old Trails Road from St. Louis to Kansas City and the establishment of Columbia as the central stopping point between these two big Missouri cities. Should the National Old Trails Association decide to spend its money elsewhere and cut Columbia from its route this city would suffer a sad blow.

Yet such a possibility is imminent should Columbia abandon the special road district, according to local men who have made a special study of roads. Giving up our present scientific method for a former antiquated system which Columbia voters have once repudiated will cause the Old Trails Association to believe that Columbia is going to sleep on the job, our local road experts say.

There is no fear that Columbia will forfeit its advantages and the good opinion of the National Old Trails Association by adopting the old system which once it was glad to lose.

## WHAT'S IN A NAME?

"What's in a name?" Of the many answers to this famous question perhaps none is so indicative of the commercial tendency of this age as the value put upon names by the modern mail-order business. With the enormous growth of mail-order houses in this country during the last twenty years has come this traffic in names.

A person buying something from mail-order houses makes his name a commodity and himself a target for commercial correspondents. A name is said to be worth from 2 to 10 cents if the possessor but answers the ad-

vertisement and much more if he buys any of the mail-order products. If a person is so susceptible to suggestion as to buy treatment from quack doctors through the mails, his name is worth anywhere up to \$5, depending upon the amount he has contributed to these prostitutes of trade.

Another method by which these dealers in names collect their "stock" is by purchase from clerks in tax offices. These employees sometimes make money selling names from the tax roll, the theory of the buyers being that those who pay taxes will have more money and be more likely "suckers." At times these dealers make a specialty of a certain line, and then they will obtain only names of those in some specific employment, thus enhancing further the immediate value of the names.

Having obtained these names, the firms will then sell them to big department stores specializing in mail-order business, to publishers of books, to other distributors of mail-order products—in fact, anywhere they can find a market. Once a name is classified as a commodity, it is hard for it to get out of that class, for it is likely to be sold to many houses, any of which may use it in any way it wishes.

So, gentle reader, if you have any respect for that combination of letters called your name, perhaps it is just as well not to answer enticing advertisements and buy mail-order products.

## THE OPEN COLUMN

A public forum for the discussion of things worth-while. Articles should be short and signed by the writer, as proof to the editor of good faith. Signatures will not necessarily be published.

## Now All May Dance.

Editor of the Missouriian: Why dance? There are almost as many answers as there are dancers, and as many different steps as there are exponents. Of course, there are those of us who "just like to dance," but a critical analysis will reveal that many reasons are conglomerated into that "liking." If a couple, through long practice or exceptional natural ability, are more proficient in the terpsichorean vagaries than are their fellows, they are to be found at every available dance. Why? Because they like to dance—which is true—but, it must be confessed, they are not altogether oblivious to the favorable attention they attract.

There are good dancers and poor dancers. Good dancers dance because they always show to advantage. Poor dancers dance rather than suffer the oblivion which enshrouds non-dancers.

But now comes justification for all. Two prominent physicians, Dr. William G. Anderson, director of physical training at Yale, and Dr. Frederick Bush, tell us that dancing does more to induce right posture and manners and red corpuscles and courage than all the mechanotherapy there is. So you see, it's true. Dancing, they say, may be safely recommended for convalescents.

Now none of us needs hang back, for it is quite the style to dance for one's health. Even the very clumsiest of us may put his best foot forth, stalk around in utter abandon and then establish a social prestige for himself that will be the envy of all by remarking to his friends: "Oh, I had the worst toothache yesterday. But now it is just wonderfully improved. Isn't it remarkable no one thought of this idea before?"—D.

## SOCIETY NOTES

Mrs. Parke R. Kolbe, Mrs. Charles Leaphart, and Mrs. Bella Kirkbride were the guests of honor at a reception given yesterday afternoon the Kappa Kappa Gamma sorority. Mrs. Kolbe, the grand president of the sorority, is from Akron, Ohio, where her husband is the president of the Municipal University of Akron. Mrs. Leaphart, of Columbia is the grand registrar of the fraternity, and Mrs. Kirkbride is the chaperon at the Kappa Kappa Gamma house.

Miss Grace Forbis will give a theater party for C. P. Meyer of Pittsburgh, Pa., tomorrow night at the Columbia Theater. The guests will be Misses Francis Bruton, Irene Sartor, May Close, Grace Cooper, Lucile Stout, A. Flem Baker, Arthur Blackmore, Victor Fox and Vincent Fagin.

A pretty Hallowe'en party was held Tuesday at the home of Miss Grace Lynn, 718 Hitt street, where twenty-five friends had been invited. The hostesses wore crepe-paper gowns and the house was decorated with autumn leaves. There were music and games and refreshments were served. Those in attendance were Misses Avis Lamme, Isabel Glynn, Ruth Kaysing, Alice Arnold, Vivian Murphy, Consuelo Provost, Mary and

## TOMBSTONE, HEARTHSTONE, STEPPING-STONE, HISTORY OF SLAB FOUND HERE

Marble slabs have many varied uses, the commonest, perhaps, being for tombstones and fireplaces. The combination of the two is rare, but such a case has been found in Columbia.

An old house owned by Mrs. C. E. Iiams and standing at Hinkson avenue and Paris road, was torn down last week to make way for a new structure. In the living-room was a stone fireplace with a marble hearth which had been an object of curiosity to the occupants of the house. When the house was wrecked and the marble slab overturned, the following inscription was found:

"John W. Keiser  
Died Aug. 18, 1849  
In the 48th year of his age."

How the slab came to be used in the fireplace no one knows. The man to whom the tombstone was erected had no connection with the owner of the

house. Mr. Keiser, who was the father-in-law of W. S. Pratt, a Columbia real estate dealer, lived at Rochepoint all his life and was buried in a Rochepoint cemetery. His widow moved to Columbia and upon her death and her burial in a cemetery here, the body of her husband was taken from Rochepoint and a new stone erected to their memory. The old stone was probably cast aside and brought to Columbia on a rock wagon.

The first transfer of the lot on which the house was built was to R. C. Rogers on June 11, 1870, by Mr. and Mrs. J. L. Stephens. Some of the old-timers of Columbia say the house was built about the time of the Civil War, or possibly a little later. No one remembers who built the house. A new residence has been built on the lot and the tombstone is now used as a step at the kitchen door.

## A SLIP BETWEEN CUP AND LIP

"Grip Remedy" Has Untimely Fall—An Embarrassing Moment.

Three nicely costumed women entered a downtown drug store a certain afternoon. The unusual part was not the nicely dressed women but what follows.

The three stood facing the counter all attention. A few loafers stood their usual Sunday afternoon "fatigue." One of the women carrying a muff gave it a careless swing. A package fell to the floor and broke. The women "right-about-faced" and beat a disorderly retreat.

One of the loafers, with a corkscrew walk, tip-toed over to the "remains." He inclined his head and took a deep breath. "WHISKY," he gasped. And there was not a dry mouth in the house. Who gets the "brown derby?"

## Stigall Campaigns for Democrats.

L. V. Stigall, former student president and ever-ready mass meeting speaker is employing his past University experience in campaigning for the Democratic party. Mr. Stigall is active in Ravenwood and Parnell at present. Mr. Stigall is president of the Monroe Club of St. Joseph.

Real Tiger boosters with the "punch." The big Old Gold Mums at the Columbia Floral Company greenhouses. Phone 920. Adv.

## WILL TAG FOR THE SAVITAR

M. U. Coeds to Sell Subscriptions Friday and Saturday.

Look out for the taggers! That is the advice of the 1917 Savitar board, which has chosen Friday and Saturday of this week as the official tag days for subscriptions to this year's book. Starting at 8 o'clock Friday morning and ending after the Texas-Tiger football game, coeds, eager to win a prize for their particular organization and other students, out for the individual prizes, will be everywhere with the yellow tags.

Prizes totaling \$30 have been offered by the new Savitar board to the individual and to the sorority selling the most, 50-cent subscriptions. A \$10 cash prize will be given to the sorority selling the most tags, and a \$5 prize to the one selling the next largest number. Similar prizes will be given to the individuals selling the most year books. No prizes will be awarded, however, unless the contestant sells at least fifty subscriptions. The Savitar has been sold on a subscription basis for several years, owing to the fact that it was almost impossible in the past to estimate the number of students wanting books. Consequently, the Savitar frequently lost from \$200 to \$300 on unsold books.

The 1917 Savitar board met last spring, and planned the book which will be issued this year, May 1, one month earlier than the customary date of publication. Colored inserts, title pages and all standing work have been completed. The book, owing to a heavier paper used and more pages, will be about one-fourth thicker this year.

Among the features already planned for the book are a complete review of Tiger football by C. E. McBride, sport editor of the Kansas City Star and prominent Valley football official; a story on an outsider's impression of Columbia by Arthur F. Killick, ("Fatty Lewis") also of the Star, and a Savitar Queen section.

The Savitar office is on the first floor of Lowry Hall.

## Historical Society Gets Bulletin.

The State Historical Society has received a set of the Daily Bulletins that were published by the Missouri Baptist Association at its annual meeting at Liberty, October 17, 18 and 19.

Real Tiger size and color Big Old Gold Mums. Columbia Floral Company. Phone 920. Adv.

## GOO-FOYN GETS MUSIC CRAZE

Chinese Student Unable to Resist Ukulele Strains, Goes to Oberlin.

The continuous strains of Hawaiian music and the romantic appeal of the ukulele heard around the University campus have been too much for the artistic sense of Jawyn Goo-Foyn, a Hawaiian student in the University. As a result of these syncopated melodies, Mr. Goo-Foyn has forsaken Missouri to take up the study of music at Oberlin College, Oberlin, Ohio.

Three years ago, Mr. Goo-Foyn came over from his home in Hawaii to enter the University of Missouri. Paul Super, a graduate of the University, who was traveling in Hawaii in the interest of the Y. M. C. A. at that time met Goo-Foyn, then a high school student in Honolulu, and induced him to come to this University. During his three years' stay here he has tried engineering, journalism and just plain arts but none of them proved to be his calling.

When the craze of Hawaiian music came everyone wanted to play the ukulele. Mr. Goo-Foyn could play as he was brought up in a musical home, but he had never thought of making music his profession. He learned to play the piano merely because his parents wished it, but now he knows that music is what he likes best, and has become interested in Oberlin College which supports a school in China.

Mr. Goo-Foyn leaves Columbia today for Chicago where he will visit several weeks before he takes up his work at Oberlin College.

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Flowers for your Student Union Homecoming Day. Phone 920. Adv.

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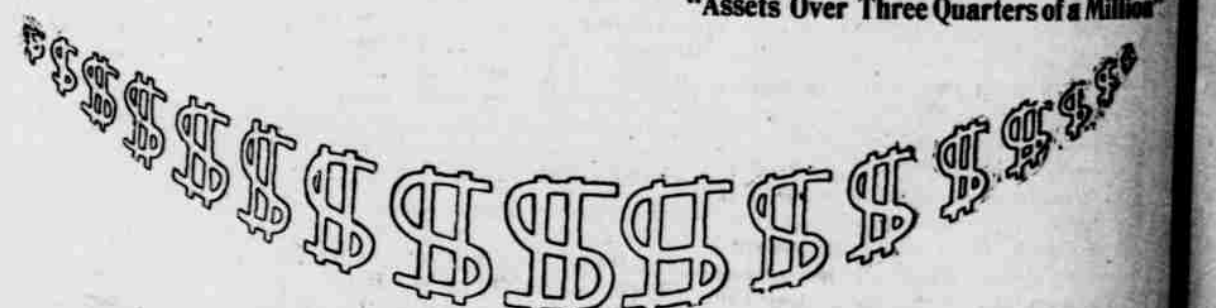
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## Come to the Baptist Sunday School.

The Bible Class has 200 members, of whom 125 are University students and college girls.

We Can, We Must, We Will  
Make Missouri Dry

Scratch "No" Vote "Yes"  
On Amendment Number Three  
NOVEMBER 7, 1916

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